

**RECEIVED  
CENTRAL FAX CENTER****APR 20 2007****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re Application of : Vladimir Pentkovski, et al.  
Application No. : 10/813,942  
Filed : 03/30/2004  
TC/A.U. : 2186  
Examiner : Paul W Schlie  
  
Docket No. : 42P18224  
For : IMPROVING STORE PERFORMANCE

Commissioner For Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**PRELIMINARY AMENDMENT AND RESPONSE**

Dear Sir:

In response to the final Office Action of December 20, 2006, please refer to the following remarks regarding the above-identified application.

Amendments to the specification: begin on page 2

Amendments to the claims: begin on page 4

Amendments to the drawings: NONE

Remarks/Arguments: begin on page 11